Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

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PAGE 01 KHARTO 01447 011031Z POSS DUPE
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W
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R 010853Z APR 78
FM AMEMBASSY KHARTOUM
TO SECSTATE WASHDC 6967
INFO AMEMBASSY NAIROBI
AMEMBASSY LAGOS
USDOC WASHDC

UNCLAS KHARTOUM 1447

E.O. 11652: N/A
TAGS: BEXP, SU
SUBJ: CHICAGO IOGA TRADE MISSION: MOTOR VEHICLE MAINTENANCE
EQUIPMENT AND ACEESSORIES

REF: STATE 074674

1. SUBJECT MISSION SHOULD FIND THE SUDAN A GOOD MARKET FOR THEIR SPECIFIED PRODUCTS AND MAINTENANCE EQUIPMENT, PROVIDED THAT THEY ARE NOT LIMITED TO CARS OF US ORIGIN ONLY. MAJORITY OF CARS RUNNING IN SUDAN ARE OF EUROPEAN AND JAPANESE ORIGINS. AMERICAN CARS REPRESENT ABOUT FIVE TO SEVEN PERCENT OF TOTAL CAR POPULATION. IN 1976 ABOUT FIFTYSEVEN PERCENT OF AUTO IMPORTS CAME FROM EUROPE, SEVENTEEN PERCENT FROM JAPAN, AND ONLY 2 PERCENT FROM THE USA.
2. SPARE PARTS, ACCESSORIES, AND VEHICLE MAINTENANCE EQUIPMENT HAVE HIGH IMPORT PRIORITY. THUS, CHICAGO FIRMS SHOULD NOT ENCOUNTER THE IMPORT LICENSING PROBLEMS AND DIFFICULTIES IN FOREIGN EXCHANGE REMITTANCE WHICH FACE POTENTIAL EXPORTERS OF LOWER PRIORITY ITEMS.
3. ALTHOUGH TOTAL AUTO POPULATION IS SMALL, EVEN BY MIDDLE EAST STANDARDS, ROAD AND CLIMATIC CONDITIONS LEAD TO DISPROPORTIONALTELY HIGH MAINTENANCE AND SPARE PART REQUIREMENTS. POTENTIAL MARKET FOR THESE ITEMS IS LARGE.
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PROSPECTS FOR MORE SOPHISTICATED EQUIPMENT (WHEEL ALIGNMENT EQUIPMENT, ANALYZERS AND TEST EQUIPMENT FOR "FINE-TUNING" A CAR (NO ONE BOTHERS HERE), AND SOME DIAGNOSTIC EQUIPMENT) ARE NOT AS FAVORABLE.
4. COMPANIES SHOULD BE PREPARED TO OFFER COMPETITIVE PRICES WITH CREDIT FACILITIES OF AT LEAST 90 DAYS.
5. OCTOBER TIMING IS CONVENIENT.

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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
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Draft Date: 01 apr 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
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Disposition Reason:
Disposition Remarks:
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TAGS: BEXP, SU
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